

## Message Text

UNCLASSIFIED

PAGE 01 STATE 093721

11

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 R

DRAFTED BY COM/OIM/BIC/229

APPROVED BY EB/OCA/CM/BEBYRON

EWTATGE/OIM/DM

RYAWKEY/CRD/OMP/BIC

RSCHOENFELD/OMP/BIC

GBURKE/OED/MEPD/BIC

BBYRON/REP/EB/OCA/CM BY PHONE

RACHRISTENSEN/EUR/EE BY PHONE

RDAY/EB/CSB/OCA/CD BY PHONE

----- 121932

R 171024Z APR 76

FM SECSTATE WASHDC

TO AMEMBASSY BELGRADE

INFO AMCONSUL ZAGREB

UNCLAS STATE 093721

E.O. 11652: N/A

TAGS: BEXP, YO, ECRP

SUBJECT: MODIFICATION OF ECONOMIC REPORTING REQUIREMENTS

-- CERP 1216

REF STATE OF 2/24/76 042808; BELGRADE OF 1/24/76 0483

1. SDOC REMAINS THE PRIMARY END-USER OF CERP 1216, "PRODUCE PRIORITY LISTING" FOR YUGOSLAVIA AND HAS NEED FOR THE INFORMATION CONTAINED THEREIN ON A REGULAR BASIS. CONSEQUENTLY, COMMERCE WOULD HOPE THE POST WILL CONTINUE TO SUBMIT THIS REPORT IN THE FORMAT PREVIOUSLY AGREED TO UNDER THE COMBINED ECONOMIC REPORTING PROGRAM (CERP) BETWEEN STATE AND COMMERCE.

2. USDOC RECOGNIZES THAT 1216 CONTAINS GENERAL MARKETING ANALYSES AND APPRECIATES THAT POSTS' ESTIMATES FREQUENTLY UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 093721

MUST SUBSTITUTE FOR MORE OFFICIAL INFORMATION WHICH MAY NOT

YET BE AVAILABLE. (YUGOSLAVIA IS NOT UNIQUE IN THIS CONTEXT.) NEVERTHELESS, THE INFORMATION SUBMITTED WITHIN 1216 IS VALUED BY USDOC AND THE AMERICAN BUSINESS COMMUNITY, ESPECIALLY NEW TO MARKET FIRMS (NTM) INTERESTED IN YUGOSLAVIA. MARKETING DATA CONTAINED IN THE REPORT CLEARLY INDICATES TRENDS OR SIGNPOSTS IN THE LOCAL MARKET PLACE,

WHICH, OVER A 3 - 6 YEAR, PERIOD PROVIDE USEFUL EVIDENCE ON WHERE, HOW AND WHEN TO INITIATE U.S. COMMERCIAL EFFORTS IN A PARTICULAR MARKET; E.G. WHEN TO BEGIN CONTRACT MARKET RESEARCH FOR PROMOTIONAL PURPOSES.

3. AMERICAN BUSINESSMEN, ESPECIALLY NTM, REGULARLY CONSULT WITH USDOC ON THE COMMERCIAL VIABILITY OF THE YUGOSLAV MARKET AND HAVE YET TO INDICATE THAT 1216 HAS NOT BEEN USEFUL TO THEIR MARKET REVIEW, ESPECIALLY WHERE IT INTERFACES WITH THEIR SECTOR(S) OF CONCERN. NTM'S ARE NOT EXPECTED TO BASE A FINAL MARKETING JUDGMENT SOLELY ON THE INFORMATION CONTAINED IN 1216, BUT FIND IT A HELPFUL START. IT FREQUENTLY ASSISTS IN QUALIFYING THEIR APPROACH AND SAVES VALUABLE TIME AS A RESULT.

4. EQUALLY IMPORTANT, FROM USDOC'S STANDPOINT, IS THE UTILITY OF 1216 IN OUR CONTINUING FORWARD PLANNING EFFORTS; THIS IS ESPECIALLY THE CASE IN YUGOSLAVIA, WHERE SUCH TRENDS AS IMPORTS, PRODUCTION AND CONSUMPTION, DO FORM A PATTERN WHICH IS TAKEN INTO CONSIDERATION IN PLANNING FOR FUTURE PROMOTIONAL ACTIVITY.

5. WE HAVE NO OBJECTION TO THE POST'S INCORPORATING 1216 AS A PART II OF THE SEPTEMBER "ECONOMIC TRENDS" REPORT, PROVIDED THE EXISTING 1216 FORMAT, WITH STATISTICS, CAN BE RETAINED. ALERT REPORTING, AS PROPOSED FOR THE ANNUAL CERP 0004, WOULD NOT BE AN ACCEPTABLE ALTERNATIVE; IT COULD NOT BE EXPECTED TO PROVIDE SUFFICIENT STATISTICAL BASIS FOR COMPARISON. IN ALL LIKELIHOOD, ADDITIONAL GAPS WOULD ALSO OCCUR IN THE PROPOSED ALERT REPORTING WHICH WOULD MAKE IT EVEN LESS SUITABLE.

6. IT MAY BE HELPFUL TO POINT OUT THAT THE MAIN THRUST OF UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 093721

CERP 1216 HAS BEEN TO IDENTIFY GENERAL PRODUCT CATEGORIES WHICH IN THE JUDGMENT OF THE POST HAVE REALISTIC EXPORT GROWTH POTENTIAL. THE FACT THAT 11 TO 15 CATEGORIES ARE IDENTIFIED IN ANY GIVEN YEAR, WOULD NOT PRECLUDE THE FACT THAT CHANGES IN LOCAL POLITICAL/ECONOMIC CONDITIONS MAY WARRANT THE POST MAKING A SHARP REDUCTION IN SUCH IDENTIFICATION IN AN ENSUING YEAR(S). IN THIS CONTEXT, THE FINAL JUDGMENT ON THE APPROPRIATE NUMBER OF CATEGORIES

MUST CONTINUE TO REST WITH THE POST.

7. USDOC HOPES THAT THE FOREGOING WILL NOT BE INTERPRETED AS LACK OF SUPPORT FOR POST EFFORTS TO UPGRADE ECONOMIC AND/OR COMMERCIAL REPORTING, AS WE APPRECIATE HELPFUL EFFORTS IN THIS AREA. IT MUST ALSO BE NOTED THAT

UNCLASSIFIED

BELGRADE HAS DONE AN EXCELLENT JOB OF REPORTING AND, CONSEQUENTLY, AMERICAN BUSINESSMEN INTERESTED IN YUGOSLAVIA CONTINUE TO EXPRESS THEIR DESIRE TO RECEIVE THE LATEST, MOST DETAILED INFORMATION AVAILABLE. ROBINSON

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** POLICIES, CERP 1216, ECONOMIC REPORTS  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 17 APR 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1976STATE093721  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** OIM/BIC/229  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D760146-1072  
**From:** STATE  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1976/newtext/t19760449/aaaabpr.tel  
**Line Count:** 128  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ORIGIN COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 3  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** oatisao  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 06 JUL 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <06 JUL 2004 by SilvaL0>; APPROVED <17 SEP 2004 by oatisao>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
04 MAY 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** MODIFICATION OF ECONOMIC REPORTING REQUIREMENTS -- CERP 1216  
**TAGS:** BEXP, ECRP, YO  
**To:** BELGRADE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006